

REMARKS

By this amendment, claim 8 has been amended, claims 10-21 have been added, leaving claims 2-21 currently pending in this application.

The claims as previously presented were either rejected under 35 U.S.C. §102(b) over Muta, or under 35 U.S.C. 103(a) over Muta in combination with certain other references. Claim 8, however, has been amended to include that one or both of the front and back panels are opaque, a feature that would render Muta incapable of achieving its intended purpose, namely, the provision of a visually transparent advertising display. The claims added by this amendment distinguish over Muta, and Muta in combination with the other references, for other reasons.

Respectfully submitted,

By: _____

John G. Posa

Reg. No. 37,424

Gifford, Krass, Groh, Sprinkle,

Anderson & Citkowski, PC

280 N. Old Woodward Ave., Ste 400

Birmingham, MI 48009

(734) 913-9300 FAX (734) 913-6007

Date: Oct. 8, 2003